**Unit 01** | Excel Assignment | ***Kickstart*** **My Chart**

# Conclusions re: *Kickstarter* Campaigns Based on Data

1. I find the values in the ‘State’ column, which I renamed ‘Project Status’, to be somewhat arbitrary, especially without further information. Whether or not a project is a “success” versus “failure” is simply determined by whether they meet 100% or more of their “goal” by the designated “deadline” or “converted end date”. The projects with the high outliers for ‘percent funded’ (tens of thousands of percent) had goals of $1. Projects with longer durations between start and deadline (which I added as column U) also tended toward higher rates of success. Durations ranged from 1-90 days. With this being the case, I wonder why more campaigns wouldn’t set their goal lower or their deadline farther out in order to be “successful.” On further analysis, I realized that the different outcomes had very different average fundraising goals:
   * 1. Successful projects had an approx. average pledge goal of 10,000
     2. Failed projects had an approx. average pledge goal of 60,000
     3. Canceled projects had an approx. average pledge goal of 515,000
2. Categories and Sub-Categories that had the most volume as well as 100% success in their campaigns were as follows: Music/Rock (260 projects) and Film&Video/Documentary (180 projects). The far-and-away most popular campaign type was Theater/Plays which had 694 successful projects (more than the first two sub-categories), but this was only 65% of the projects in this category. Technology, as a category as a whole, seems largely unsuccessful in this sample, with the exception of hardware, which had a 100% success rate.
3. Most of the campaigns (75%) occurred in the US, with second highest volume (15%) in the United Kingdom, 4% Canada, 2% Australia, and the remaining in 17 other countries that each account for 1% or less of the total projects reported upon.
   * 1. US projects had a 54% success rate
     2. Remaining countries combined had a 49% success rate, which does not show a statistically significant difference

# Limitations of this Data Set

* The report provided only contains data from 4,114 Kickstarter campaigns, which is barely 1% of the 300,000 total projects referenced in background info. We have no information as to how this sample was chosen and therefore can have little confidence of whether it is an accurate representative of the whole data set.
* The column headers, which represent the different data points being reported upon, are incredibly vague. Without the “instructions” for completing this assignment, I would not have been clear on what the value types were for certain columns. For example, ‘pledged’ doesn’t necessarily denote a monetary value; ‘launched at’ does not infer a date/time per se, and with the Unix value it was even less clear. If I had not written the report to pull this myself, I would have no idea what certain columns meant. I would have to go back to the business or whomever created to clarify prior to analyzing.
* Columns that were not referred to or broadened upon in the instructions still have no meaning to me. For example “Staff Pick” or “Spotlight”. I renamed the columns to make them more clear for myself as best as possible, based on learning from instructions, mapping is included in my reference table “Ref\_MCM”.
* Column objects that have abbreviated values (e.g. Country and Currency) do not have a key of reference to define the data set. I used Google to look up the country/currency codes to make my own chart (see reference tab “Ref\_MCM”, but otherwise accurate analysis is impossible. After analyzing these columns, I realized that only about 75% of these campaigns took place in the US, which means only about 75% of the numeric monetary values are US dollars. For the other countries and currencies, I would not know how to interpret that data without further research.
* Column objects that are monetary (e.g. ‘goal’ and ‘pledged) cannot be read correctly without referencing a second column of ‘currency’ to determine how the value should be interpreted. At start, I assumed these were dollar values and formatted them as such. In order to compare projects, all values would need to be converted to the same currency to be able to say which had raised more money. Exchange rates would also have to be taken into consideration potentially.
* Date columns for ‘deadline’ and ‘launched at’ were originally in UNIX format. I would never have known that without the instructions. I would have figured out the conversion via Google myself, but it was helpful to have it provided.
  + That said, the example formula used (-5) as the Greenwich Mean Time (GMT) conversion for New York, which would be Eastern US time. I used (-6) for the sake of my own location in Central US Time. After analyzing all the countries listed, the conversion ranged from (-10) in the US for Hawaii, to (+14) for New Zealand. This could cause the dates to be slightly different, had I changed the calculation based on country. I did not, however, because I don’t know if the UNIX dates provided were actually dates IN the country listed in column. Another limitation that would need to be clarified.
* In terms of ‘State’, which I renamed ‘Project Status’, I would want to know why so many projects were canceled. Particularly, when many had pledges to begin with. Also, if I were particularly doing analysis on reasons for successes versus failures in campaigns, I would ask why other statuses such as “canceled” and “live” were included.

# Other Visual Aids

* Line graph of success rate of each sub-category over time, particularly by year, with the ability to filter by parent category. I would like to see which campaigns are gaining traction, and which are perhaps not going as well.
* Visual to depict how the number of backers and average contribution effects the campaign end state. Interested in seeing which is more impactful (or equal), the number of people interested and pledging toward a campaign, or the monetary value of the pledges themselves.
* Visual to depict how the size of the initial goal, as well as the duration of the campaign (amount of time allowed to raise the goal) impact the end status of the campaign.
* Does setting a higher goal seem to impact the inspiring of more backers? For example, if a project sets a goal of $1.00, does that cause individuals to believe the project isn’t serious? There seem to be projects that prove the contrary.